PRESSBOOK

From Warner Bros.

A Warner Communications Company

OLIVIA HUSSEY · KEIR DULLEA · MARGOT KIDDER also starring JOHN SAXON as Lt. Fuller

Produced and Directed by BOB CLARK Co-Produced by GERRY ARBEID Written by ROY MOORE

R RESTRICTED Under 17 requires accompanying Parent or Adult Guardian

TECHNICOLOR® From Warner Bros. A Warner Communications Company

MAT 403 – 4 COL. X 125 LINES = 500 LINES

Also available as: MAT 502 – 5 COL. X 200 LINES = 1000 LINES

Urge to Murder Makes Strongest Screen Vibes

Shoot a major movie on a happy college campus, and you may very well wind up with a fun thing. That's exactly where a new Warner Bros. film was made. But it's no light-hearted happening.

The picture is "Silent Night, Evil Night," opening next_____ at the_____Theatre. It tells how campus life is curdled by a psychopath. His specialty is giving college girls his own kind of garrote.

And that's how "Silent Night, Evil Night" joins the genre of the horror-crime flicks. Not a bad bunch to belong to, either. It includes some of the most memorable (and scary) movies of all time.

No one has been more active in the field of psychological shockers than Alfred Hitchcock. He has frightened the daylight out of people with films like "Dial M for Murder," "Spellbound," "Rear Window" and "Vertigo." One of his most terrifying was "Psycho," in which an odd young man and his versatile mother staged blood-lettings in an eerie motel and an old mansion.

Mr. Hitchcock does not, of course, hold exclusive rights to the jugular vein. Thirty years back there was a picture called "Arsenic and Old Lace," in which some nice little ladies turned out to be lethal. Much more recently there was the film candidly titled "Repulsion." Here an emotionally tortured girl of great beauty takes to murdering passionate young men.

Some of the horror classics are based on actual deeds. "In Cold Blood" traces the gruesome crime of two ex-convicts who shot and knifed four members of a modest Kansas family. "The Boston Strangler" re-enacts that year of terror when a maniac criminally molested, then murdered 13 old women.

"Silent Night, Evil Night" is a one-of-a-kind movie about a distinctive madman. But it does have two things in common with all films of this sort – the neurotic urge to kill and the necessary know-how. As for your own neurotic problems, get set for shivers down the spine. A lot of people dig trembling, anyhow.

JOHN SAXON stars as Lt. Fuller in Warner Bros.' "Silent Night, Evil Night," opening next_____ at the_____Theatre. Saxon is assigned the task of tracking down an obscene phone caller who turns out to be a murderer in the exciting thriller. Also starring in the film are Olivia Hussey, Keir Dullea and Margot Kidder. Bob Clark produced and directed from a screenplay by Roy Moore. *Mat 1-C*

MARGOT KIDDER stars as a tough, young college girl receiving a series of obscene phone calls in Warner Bros.' "Silent Night, Evil Night," now at the_____Theatre. Each of the calls is followed by a murder in the exciting thriller. Also starring in the film are Olivia Hussey, Keir Dullea and John Saxon. Bob Clark produced and directed the feature from a screenplay by Roy Moore. *Mat 1-B*

A QUIET COLLEGE CAMPUS during the Christmas holidays is the setting for one of the strangest films to come out of Hollywood in many years as OLIVIA HUSSEY and KEIR DULLEA star as lovers with a problem in Warner Bros.' "Silent Night, Evil Night," opening next_____at the _____Theatre. Dullea is one of the prime suspects as the culprit who has been making a series of obscene phone calls to Miss Hussey's sorority house. Each call is followed by a viscious and bloody murder. Also starring in the film are Margot Kidder as the tough-talking offspring of a much-married millionairess and John Saxon as the police detective assigned to track down the killer before too many more murders are committed. Bob Clark produced and directed the feature from a screenplay by Roy Moore. *Mat 2-A*

Digs Girls in a Death-Style All His Own

The gentleman who sends those quivers through "Silent Night, Evil Night" is not just a run-of-the-mill killer – the type that you could catch on TV news most any night. He's distinctively off his rocker, a loon with a death-style all his own.

What happens in a head like that? What gets the guy so giddy?

Examination of criminal brains over the past half century have produced a wealth of explanations. Some call them simply theories. Abnormal brain structure is a certainty. This involves impaired or altered brain cells, strange brain waves and improper circuitry.

The emotional needs that drive a killer are more complex. It could be hate stemming from ugly events in his own youth; a desire for vengeance. Some feel that their darkest deeds have been willed by God, that the act is done by Divine judgment. Then there are psychotics who think that they are taking the victim from a time of trouble and aiming him towards a more cordial universe.

Styles of killing are richly varied. The gun, most common tool for down-to-business baddies, is not a favorite of the deeply disturbed. There is choking, stabbing, vein-slicing. There is bludgeoning and there is burning. There is poisoning by potion and by lethal gas. And let's not forget hanging, or sealing the victim in a trunk until time becomes the ultimate culprit.

It would be utterly improper to tell the mood and the method of the super-slayer in "Silent Night, Evil Night," now at the _____Theatre. Suffice it to say that college girls are his big bag. Also add this: he's got a lot of class.

A Warner Bros. shocker, "Silent Night, Evil Night" stars Olivia Hussey and Keir Dullea as lovers in deep trouble. You'll see how deep!

Psycho-Kill Chills with Holiday Spirits

Robert Clark is a gifted young man from Florida who dilates to anything eerie.

Bob began his career as a moviemaker with a horror film. Though the cost of his initial exercise was modest, it set audiences quivering in a major way. That was all the information that Mr. Clark needed. He was ready for the big time.

The result is a major film quite carefully shaped to make the skin crawl. It's called "Silent Night, Evil Night," a title which barely suggests its full cardiac force.

"Let's face it," Bob will tell you, "deep inside of everyone there's a hidden hunger to be a Dracula. Or at least a close relative.

"Silent Night, Evil Night," now at the_____Theatre, which Robert Clark produced and directed, follows the chilling exploits of a psychotic campus killer. The tale is terrorizing, but the casting is beautiful.

Olivia Hussey, the young actress who urged high pulses in "Romeo and Juliet," stars as a terrified sorority girl in "Evil Night." Keir Dullea, sensational star of "David and Lisa," is the brilliant music major who may or may not be the killer.

Margot Kidder, who did very well unclad in Playboy photographs, plays the sex-prone collegian who is done and then done in by the psycho. John Saxon, veteran star of 31 movies and many TV dramas, is cast as the police lieutenant who spreads a dragnet across the campus to curb the crazed killing of college girls.

As if all the action weren't enough to keep moviegoers cringing in their seats, Robert Clark has added music to magnify the deed. It is composed by Carl Zittrer, obviously another fan of anything eerie.

OLIVIA HUSSEY stars as a college co-ed who receives a series of obscene phone calls, each followed by a murder in Warner Bros.' exciting new thriller, "Silent Night, Evil Night," opening next_____at the _____Theatre. Also starring in the feature are Keir Dullea, Margot Kidder and John Saxon. Bob Clark produced and directed the film from a screenplay by Roy Moore. *Mat 1-A*

Christmas Gaiety Ends in Eerie Murders

It started as a festive Christmas Eve at a college. It ended as a dragnet across the campus for a student genius with a ghoulish taste for girls.

"Silent Night, Evil Night," the new film from Warner Bros. now at the_____Theatre, spells out the whole tale of terror. And if it doesn't make your skin crawl, that skin may be on too tight!

The happy beginnings have college girls of free-life style at a sorority house party. The warmth and gaiety soon turn to chills with a phone call from an unknown man. He moans and howls, then speaks obscenities. In a curdling last sentence, he says that he will kill.

It is soon crystal clear that these have not been idle threats. Before the end of evening, this psycho-pervert has begun to murder – by raping and choking, by stabbing, by hanging. Principal victims are college girls, but in time the grisly field grows wider. Added subjects of slaughter range from a 13-year-old girl to a sorority house mother.

As the police hunt builds for this deranged murderer, one prime suspect is a brilliant music major. But there are others, and before the finale, horror has swept through the whole college town.

"Silent Night, Evil Night" is a classic-style expose of the utterly eerie. Over the past years, life on the campus has known frantic moments. Fortunately, though, never this frantic!

Opens Today

Warner Bros.' new mystery thriller, "Silent Night, Evil Night," opens today at the _____ Theatre. The film takes place on an otherwise quiet college campus during the Christmas holidays and begins with an obscene phone call that rapidly accelerates into mass murder.

Starring in the feature are Olivia Hussey, Keir Dullea and John Saxon. Bob Clark produced and directed the film from a screenplay by Roy Moore.

COPYRIGHT © 1975 BY WARNER BROS. INC. ALL RIGHTS RESERVED.

Synopsis

(not for publication)

Christmas and the end of a semester are being celebrated by the girls of a sorority house in the small college town of Bedford. During the noisy festivities, a clumsy, heavy-breathing stranger enters and makes his way up to the unused attic.

A feeling of terror settles over the girls as a telephone caller ends his obscenities with a death threat. The voice soon lives up to its promise. First to go is young and innocent Clare (LYNNE GRIFFIN), a bag slapped over her head, rocking away in the attic. Then the housemother (MARIAN WALDMAN), a tippling old lady who is slain by a hook and pulley device as she ventures into the attic seeking the dead girl.

Most horrid of all is the death of Barb (MARGOT KIDDER), the free-spirited, rough-talking girl now stabbed by one of her collection of crystal animals.

The killer, yet to be seen except by his victims, punctuates the atrocities with phone calls which increasingly reveal the depth of his psychosis. Evidence appears to point to Peter Smythe (KEIR DULLEA), a graduate music student who is having a somewhat tempestuous affair with one of the girls at the sorority. Her name is Jess (OLIVIA HUSSEY) and, pregnant by Peter, she feels she should have an abortion.

The hard working police, lead by Lt. Fuller (JOHN SAXON), discover that the obscene calls are coming from within the sorority house. At this point of discovery, Jess is the only person alive in that house. The killer soon comes after her. She avoids him by locking herself in the basement and when the killer follows her there, he is revealed as Peter, dead now in the struggle with his sweetheart.

As the police arrive and Jess is sedated, the spirit of Christmas and peace appears to descend on the house... except is the riddle really resolved? There seems to be vague, mad babblings in the house followed by the ominous ringing of the telephone. Maybe Peter wasn't the killer after all.

Running Time: 99 Minutes **Aspect Ratio: Flat**

Cast

Olivia Hussey	Jess
Keir Dullea	Peter
Margot Kidder	Barb
John Saxon	Lt. Fuller
Marian Waldman	Mrs. Mac
Andrea Martin	Phyl
James Edmond	Mr. Harrison
Douglas McGrath	Sargeant Nash
Art Hindle	Chris
Lynne Griffin	Clare
Michael Rapport	Patrick

Credits

Produced and Directed by Bob Clark; Co-Producer, Gerry Arbeid; Executive Producer, Findlay Quinn; Screenplay, Roy Moore; Director of Photography, Reg Morris; Music, Carl Zittrer; Associate Producer, Richard Schouten; Production Supervisor, Dave Robertson; Editor, Stan Cole; Sound Editor, Ken Heeley-Ray; Art Director, Karen Bromley; Script Supervisor, Sandra Ulosevich; Assistant Director, Tony Thatcher; 2nd Assistant Director, John Eckert; Camera Operator, Bert Dunk; Wardrobe, Debi Weldon; Hairdresser, David Beecroft; Make-up, Bill Morgan; Assistant Editor, Rick Clarke, efe; Ladies wardrobe by Pat Call Boutique; Color by Quinn Labs; Filmed in Panavision®.

Produced in co-operation with
Canadian Film Development Corporation
and Famous Players.

Billing

Warner Bros.	
A Warner Communications Company	
presents	
"SILENT NIGHT, EVIL NIGHT"	100%
starring	
OLIVIA HUSSEY	35%
KEIR DULLEA	35%
MARGOT KIDDER	35%
Also Starring	
JOHN SAXON *as Lt. Fuller*	35%
Produced and Directed by	
Bob Clark	35%
Co-Produced by	
Gerry Arbeid	35%
Written by	
Roy Moore	35%
Technicolor®	15%

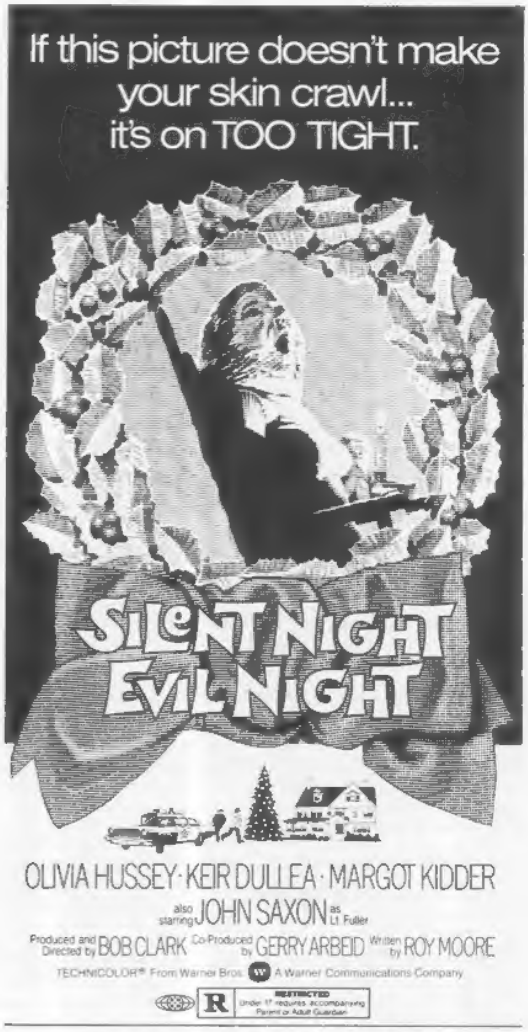
TV Spots

An excellent set of three TV Spots has been prepared for your engagement of "Silent Night, Evil Night." The spots denote all the suspense and terror of the picture and do a masterful selling job. Available in 60 seconds and two 30 seconds, they are available FREE from: Campaign Plan Manager, Warner Bros., 4000 Warner Blvd., Burbank, California 91522.

Radio Spots

Get to all the people you can reach with the outstanding radio spots that Warner Bros. has prepared for your engagement of "Silent Night, Evil Night." Plan an extensive radio campaign that will really bring in the people. These radio spots are available FREE from: Campaign Plan Manager, Warner Bros., 4000 Warner Blvd., Burbank, California 91522.

MAT 301 – 3 COL. X 100 LINES = 300 LINES



MAT 207 – 2 COL. X 100 LINES = 200 LINES

Trailer

Probably the best selling tool you have is the trailer. Make sure all your patrons are exposed to the excellent trailer Warner Bros. has made available on "Silent Night, Evil Night." Make plans to give it plenty of playing time. Order from National Screen Service.

All advertising in this pressbook, as well as all other advertising and publicity materials referred to herein, has been approved under the standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of the Code for Advertising, Motion Picture Association of America, 522 Fifth Avenue, New York, N.Y. 10036.

This picture has been rated:

R RESTRICTED Under 17 requires accompanying Parent or Adult Guardian

MAT 206 – 2 COL. X 50 LINES = 100 LINES

Example of Herald Center Spread

MR. EXHIBITOR

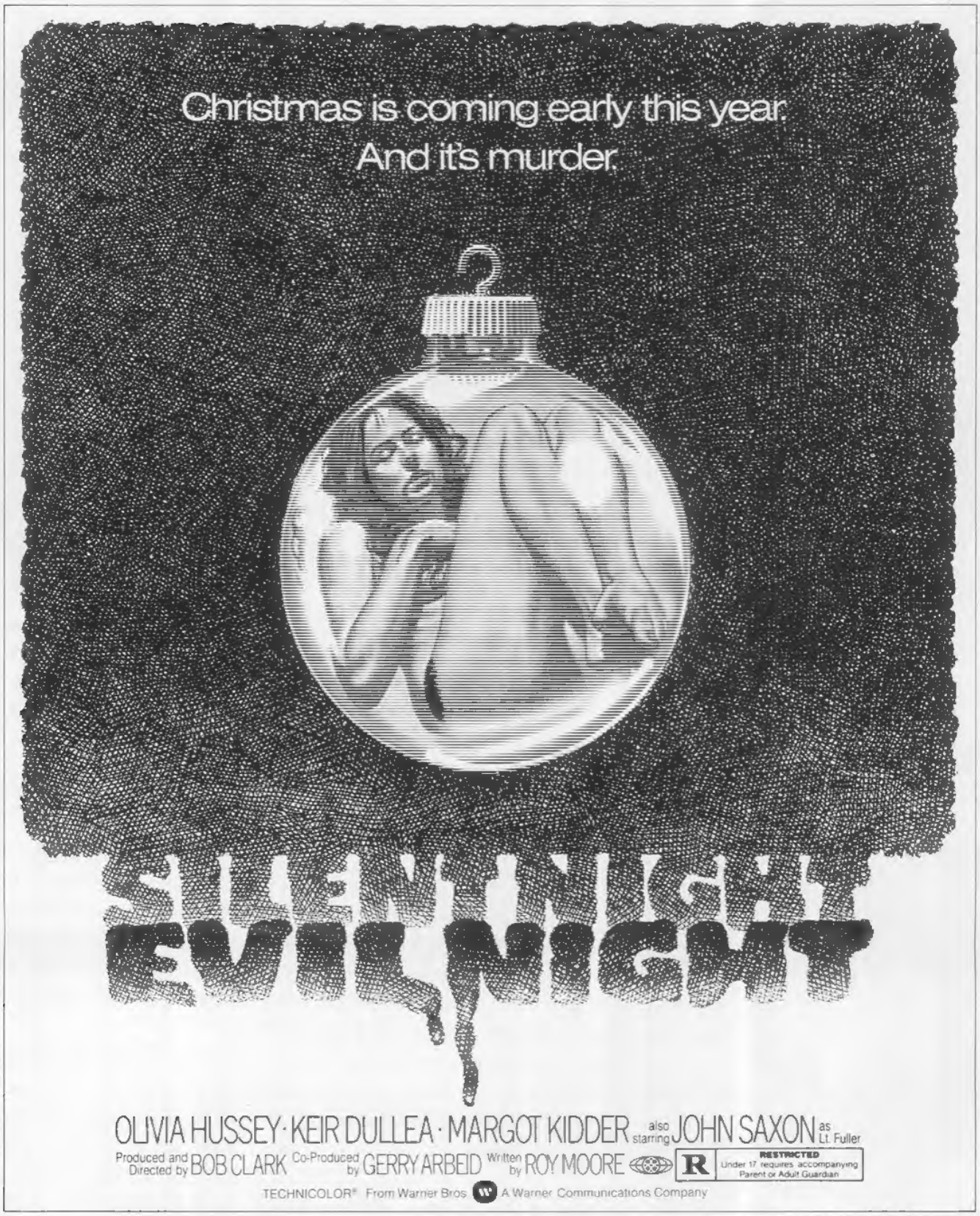
Inserted in this pressbook is a four page, full size engraver's proof of the outstanding herald that Warner Bros. has prepared for your engagement of "Silent Night, Evil Night." This is a new policy that has recently been instituted to help you in your promotion campaigns.

Take the proof to a local printer and run off the exact number of copies that you can best use in your own situation. At the bottom of page four there is ample room for you to include all of your local playdate information.

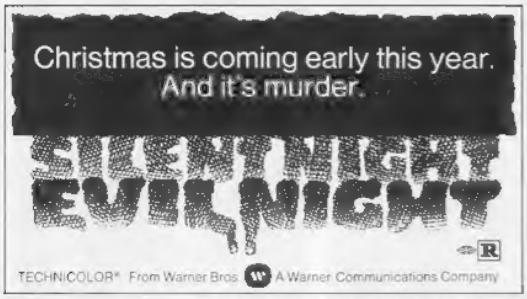
Heralds are an invaluable selling tool and in the past the expense of shipping the heavy material around the country has precluded the making of heralds on many motion pictures that might have benefited greatly from this point of sale promotion.

The locally printed herald can also be individualized to fit all of your requirements.

Make the most of this campaign aid from Warner Bros. and plan an extensive and effective distribution program for the tabloid heralds that are now a standard feature of Warner Bros. pressbooks.



MAT 501 — 5 COL. X 160 LINES = 800 LINES



MAT 201 – 2 COL. X 28 LINES = 56 LINES

MAT 102 – 1 COL. X 14 LINES

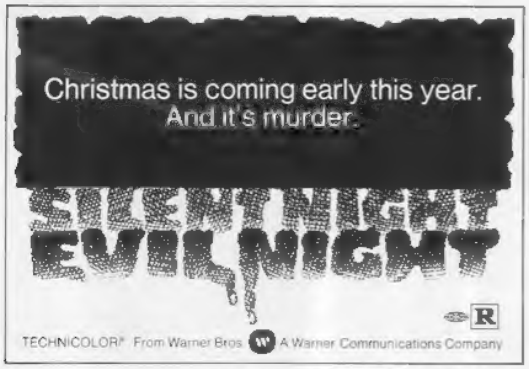
MAT 101 – 1 COL. X 40 LINES

Special Ad-Pub Mat

These Ads

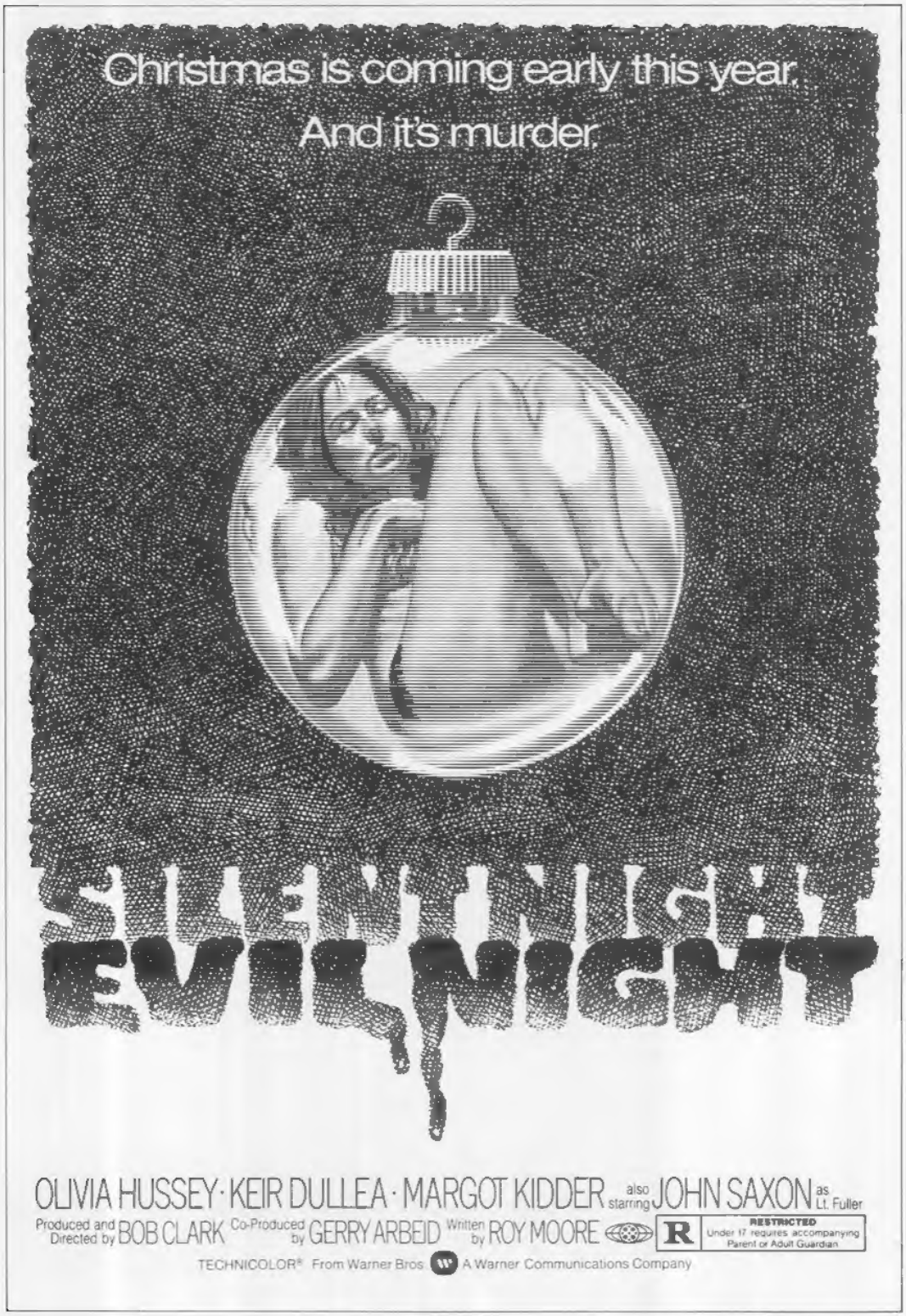
plus all Scene Cuts

MAT 202 – 2 COL. X 14 LINES = 28 LINES



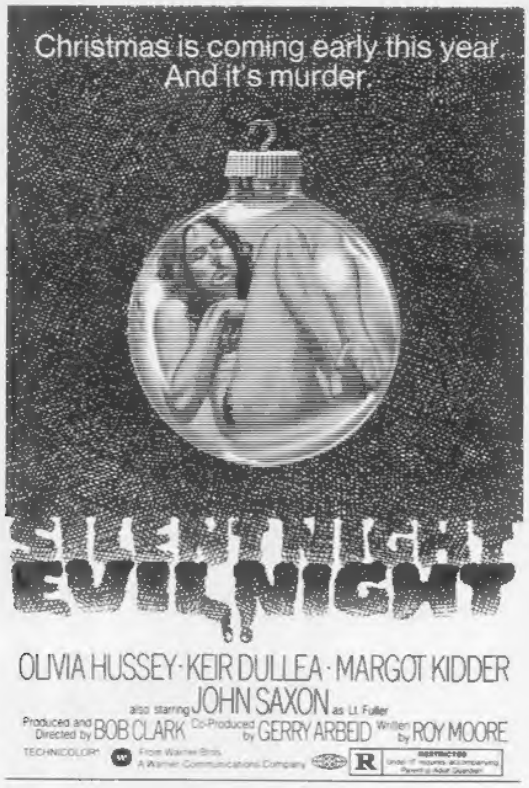
MAT 205 – 2 COL. X 35 LINES = 70 LINES

MAT 204 – 2 COL. X 125 LINES = 250 LINES



MAT 401 — 4 COL. X 150 LINES = 600 LINES

MAT 402 — 4 COL. X 100 LINES = 400 LINES



MAT 203 — 2 COL. X 75 LINES = 150 LINES

SILENT NIGHT, EVIL NIGHT!

College News EXTRA

VOLUME 6, NUMBER 9 PRINTED IN U.S.A.

Another Pretty Victim of Mad Campus Killer

Criminally Molested, Too?

Whole College Town Is Terrorized—Wonder Who Will Be Next!

Police to Set Up Huge Dragnet

If this picture doesn't make your skin crawl...it's on TOO TIGHT.
SILENT NIGHT EVIL NIGHT
OLIVIA HUSSEY · KEIR DULLEA · MARGOT KIDDER also starring JOHN SAXON as Lt. Fuller
Produced and Directed by BOB CLARK Co-Produced by GERRY ARBEID Written by ROY MOORE
R
RESTRICTED
Under 17 requires accompanying Parent or Adult Guardian
TECHNICOLOR® From Warner Bros. A Warner Communications Company